BTEC/CIM Assignment Brief

This Assignment Brief has been produced to cover the requirements for the BTEC qualification and the Chartered Institute of Marketing (CIM) qualification, for any learners wanting to claim dual certification.

This assessment meets the requirements for the following CIM certification and module:

Level 3 Foundation Certificate in Professional Marketing: Communications in Practice

Please note that learners will be required to complete **ALL** Authorised Assignment Briefs in **Unit 2: Investigating Customer Communications** and the Pearson Set Assignment in **Unit 3: Developing a Communications Plan** as achievement towards CIM certification in the **Communications in Practice** module.

To preserve the standard set in this assessment, centres are **NOT** permitted to make any changes **UNLESS** this assessment is being used for BTEC purposes only. If any changes are made to this assessment, learners will not be able to claim CIM certification.

Qualification	BTEC International Level 3 Certificate in Marketing BTEC International Level 3 Subsidiary Diploma in Marketing BTEC International Level 3 Foundation Diploma in Marketing BTEC International Level 3 Diploma in Marketing BTEC International Level 3 Extended Diploma in Marketing
Unit number and title	**Unit 2: Investigating Customer Communications**
Learning aim(s)	**C** Explore different customer segments and bases for a selected communications plan
Assignment title	
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are continuing with your marketing placement at 'Healthy Snacks.' Your manager was pleased with your report from the previous assignment brief and has now asked that you look specifically at the organisation you are working in 'Healthy Snacks'. The business's current objective is to **drive customer acquisition.** She has given you the following customer communications plan and information on the business: **Introduction** *The company was founded 5 years ago to promote a healthy lifestyle and provide alternatives to sugary snacks. Healthy Snacks contributes a percentage of its profits to sports-related charities. They are only distributed in supermarkets.*

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	Objectives *The primary objective is to drive customer acquisition.* *Healthy Snacks now wants to expand into other geographic markets.* **Product Offerings** *At present, Healthy Snacks produces a range of premium-priced fruit snacks, all without artificial preservatives or sweeteners and packaged in recyclable cartons.* *They want to expand the product portfolio to introduce a range of high-protein snacks also free from artificial preservatives and sweeteners and are now at the final stages of the new product development process.* **Customers** *Healthy Snacks current consumer base is broad, with the range of snacks appealing particularly to health-conscious and environment-conscious people. Internal data shows that 15-25-year-olds make up about 50% of the current consumer base for the snacks. However, marketing research has indicated that these are more likely to appeal to an older age group.* **Current communication with customers** *Healthy Snacks' website contains product and health information along with their sporting causes. Consumers can subscribe to receive new product information.* *Healthy Snacks sponsor a regional football team that provides exposure to potential consumers, both at the event and through local TV coverage.*

Task 1	In response to the communications plan and information you have been given about 'Healthy Snacks', you need to report back to your colleagues. You need to select **two** suitable and significant customer segments that are relevant to Healthy Snacks. The theme of your report is to **drive customer acquisition**. In your report you must include: • An explanation of the selection of the **two** chosen key customer segments, given the information you have been provided for 'Healthy Snacks' • An explanation of the segmentation bases that you have used in the selection of the **two** customer segments You then need to select **one** significant customer segment from the two you have considered above and provide in your report: • An explanation of the different stages and influences on the buying decision-making process for the selected customer segment

	• A supported judgement (using information from a range of sources) why the selected customer segment was chosen from the two considered above along with the segmentation bases used in defining the segment. • A supported judgement (using information from a range of sources) of the relevance of the influences at each stage of the buying decision-making process for the selected customer segment.
Checklist of evidence required	Report on driving customer acquisition for Healthy Snacks

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
2/C.D2	Evaluate the significance of the stages and influences on the buying decision making process for the selected customer segment for a communications plan
2/C.M3	Assess the stages and influences on the buying decision making process for a selected customer segment for a communications plan.
2/C.P5	Explain different customer segments and bases which would be suitable targets for a communications plan.
2/C.P6	Explain the stages and influences on the buying decision making process for a selected customer segment for a communications plan.
Sources of information to support you with this Assignment	www.business2community.com An article identifying the four types of customer segmentation all marketers should be aware of www.entrepreneur.com An article identifying ways for businesses to communicate better with their customers www.beebusinessbee.co.uk A variety of marketing resources, including marketing concepts and clear explanations https://ccea.org.uk/business-studies Resources associated with marketing and business communication www.marketingweek.com Resources demonstrating ways in which marketers can communicate more effectively and efficiently with the public www.cio.com An article explaining 14 ways to better communicate with your target market www.cengage.com Business education resources with case studies, simulations and worksheets www.businesscasestudies.co.uk Marketing and business case study resources. The site also has a selection of theory notes aimed at learners. www.mindtools.com/CommSkll/WritingSkills.htm Tips on how to develop good communication skills

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Other assessment materials attached to this Assignment Brief	*None*